



NORTHWICH UNITED FC

Sporting Director – Role Profile & Responsibilities

One Club. One Future.

Role Purpose

The Sporting Director will provide **strategic football leadership across Northwich United FC**, ensuring the club has a clear, consistent and progressive football identity from junior football through to the senior game.

The role will have overall responsibility for establishing the club's **football philosophy, playing style, coaching framework and player development pathway**, while supporting managers and coaches to deliver this consistently across all teams.

The Sporting Director will work closely with the Club Committee, Head of Football, Phase Leads, managers, coaches and volunteers to create a **united football structure**, while allowing individual teams and coaches the appropriate freedom to develop within the club's agreed philosophy.

Key Areas of Responsibility

1. Football Philosophy & Playing Style

The Sporting Director will lead the development and implementation of Northwich United's football philosophy.

- Establish the club's **overall playing philosophy and football identity**.
- Define the key principles of how Northwich United teams should aim to play.
- Develop a consistent approach to **possession, attacking, defending, transitions and set pieces**.
- Ensure the football philosophy is appropriate for different age groups and levels.
- Review and develop the philosophy as the club grows.
- Ensure the club's football identity is reflected in coaching sessions and matchday environments.

The Sporting Director will have the final football decision-making authority on the club's overall playing philosophy and coaching framework, subject to approval of the Club Committee where decisions have wider financial, operational or governance implications.

2. Coaching Philosophy & Standards

The Sporting Director will oversee the club's coaching approach and standards.

- Establishing a **Northwich United coaching philosophy**.
- Providing guidance, resources and expectations for coaches.
- Supporting managers and coaches with session planning and development.
- Encouraging age-appropriate and player-centred coaching.
- Promoting positive, respectful and challenging coaching environments.
- Supporting coaches to gain relevant qualifications and CPD.
- Reviewing coaching standards across the club.
- Identifying areas where additional coaching support or development is required.

The Sporting Director should **lead through support, guidance and accountability**, rather than unnecessarily restricting individual coaches.

3. Player Development Pathway

The Sporting Director will help create a clear pathway for players within Northwich United.

- Developing a clear **player development pathway from junior to senior football**.
- Supporting the transition between age groups.
- Encouraging player retention and progression within the club.
- Identifying opportunities for players to train or progress into appropriate teams.
- Working with Phase Leads and coaches to monitor player development.
- Ensuring development remains appropriate to the player's age, ability and individual needs.
- Promoting opportunities for players to progress into senior women's football where appropriate.

4. Managers & Coaches

The Sporting Director will provide football leadership and support to managers and coaches.

- Supporting the recruitment and appointment of football staff.
- Establishing clear expectations for managers and coaches.
- Holding regular football meetings and development sessions.
- Providing constructive feedback and guidance.
- Supporting managers with football-related challenges.
- Monitoring consistency with the club's football philosophy.
- Identifying coaching development opportunities.
- Addressing football performance or coaching concerns where appropriate.



Managers will retain responsibility for the **day-to-day management of their individual teams**, including team selection, matchday decisions and player management, within the club's wider football framework.

5. Recruitment & Squad Development

The Sporting Director will support the club's approach to player recruitment.

- Establishing recruitment principles for Northwich United teams.
- Ensuring recruitment supports the club's football philosophy.
- Supporting managers with recruitment where appropriate.
- Identifying opportunities to strengthen squads.
- Promoting a positive and inclusive recruitment process.
- Ensuring player recruitment does not undermine the development pathway of existing players.

6. Football Performance & Review

The Sporting Director will oversee the club's football development and performance review process.

- Reviewing team performance and development.
- Monitoring coaching standards.
- Reviewing player progression.
- Gathering feedback from managers, coaches and Phase Leads.
- Identifying strengths and areas for improvement.
- Establishing appropriate football development targets.
- Providing regular reports to the Club Committee.

Performance should be assessed **beyond results alone**, particularly within youth football, with player development, enjoyment, retention, behaviour and progression also considered.

Decision-Making Authority

The Sporting Director will have delegated authority to make decisions relating to:

- The club's **football philosophy**.
- Playing principles and style of football.
- Coaching philosophy and standards.
- Football development frameworks.
- Coach development and football CPD.
- Player development pathways.
- Football-related structures and processes.
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Decisions involving **club finances, employment, safeguarding, disciplinary matters, legal issues or significant operational changes** must remain subject to the appropriate Club Committee or designated officer approval.

The Sporting Director should work collaboratively with the **Head of Football and Club Committee**, ensuring major football decisions are communicated clearly and implemented consistently.

Working Relationships

The Sporting Director will work closely with:

- **Club Committee:** Strategic direction, governance and accountability.
- **Head of Football:** Football development, implementation and day-to-day support.
- **Phase Leads:** Consistency, mentoring and development across designated age phases.
- **Managers & Coaches:** Implementation of the club's football philosophy and player development.
- **Club Welfare Officer:** Safeguarding, welfare and player protection.
- **Players & Parents/Carers:** Communication, development and maintaining a positive football environment.

What Good Looks Like

A successful Sporting Director will ensure that:

- **Northwich United has a clear football identity.**
- Coaches understand *how* and *why* the club wants to play.
- Players experience a consistent development pathway.
- Coaches feel supported and challenged to improve.
- Teams are encouraged to play with **confidence, intelligence and purpose**.
- Development is prioritised alongside competition and results.
- Players are given opportunities to progress within the club.
- Northwich United operates as **one football club rather than separate teams**.



Person Specification

Essential

- Strong knowledge and understanding of football.
- Experience within football coaching or football development.
- Ability to lead and support coaches.
- Strong communication and interpersonal skills.
- Ability to develop and implement a football philosophy.
- Understanding of player development.
- Ability to make informed football decisions.
- Commitment to safeguarding, equality and inclusion.
- Ability to work collaboratively within a volunteer-led football environment.

Desirable

- Relevant FA coaching qualifications.
- Experience working across multiple age groups.
- Experience in women's and girls' football.
- Experience developing coaching programmes.
- Experience managing or leading a football department.
- Understanding of talent identification and player pathways.

Core Values

The Sporting Director is expected to promote and demonstrate Northwich United's values:

- **RESPECT:** For players, coaches, officials, opponents, volunteers and supporters.
- **PROTECTION:** Putting safeguarding, welfare and player wellbeing first.
- **ENCOURAGEMENT:** Creating an environment where people feel supported to grow.
- **CHALLENGE:** Encouraging players and coaches to improve, learn and strive for excellence.
- **OUR GAME TOO!:** Creating genuine opportunity and inclusion within women's and girls' football.

Agreement

I understand and accept the responsibilities and standards of the Northwich United FC Sporting Director role.

Name	_____
Signature	_____
Date	_____
Club representative	_____